

MRSMB-2017

**International conference on
Modern Research in Social Sciences
Management and Applied Business**

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Manila, Philippines

April 03-04, 2017



Akademika Nusa Internasional
Association of Social Sciences and Humanities

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association of Social Sciences & Humanities

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Book of Abstracts Proceedings

**7th International Conference on Modern Research in Social Sciences
Management and Applied Business
(MRSMB)**

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Proceedings of the International Conference on Modern Research in Social Sciences, Management and Applied Business (MRSMB)

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***7th International Conference on Modern Research in
Social Sciences, Management and Applied Business
(MRSMB)***

Venue: Hotel H2O Manila (Meeting Room 2, 3rd Floor), Philippines

Conference Theme: Exchange of Information, Ideas and Issues for
Collaboration of Research Activities..

SCIENTIFIC COMMITTEE

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CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

CONFERENCE CHAIR MESSAGE

Dr. Sukri Palutturi

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sukri Palutturi

Conference Chair

Email: conference.chair@anissh.com

CONFERENCE SECHDULE

ANISSH-2017

Venue:Hotel H2O Manila, Philippines

Time: Registration & Kit Distribution (08:30 - 09:30 am)

Day: Monday

Date: April 03, 2017

Venue: Room 1

09:30 am 09:40 am	Introduction of Participants
09:40 am 09:50 am	Inauguration and Opening address
09:50 am 10:00 am	Grand Networking Session

Tea/Coffee Break (10:00- 10:30 am)

DAY 01 Monday (April 03, 2017)

First Presentation Session (10:30 am 01:00 pm)

Venue: Room 1

Session Chair: Dr Sakuri Plauttri

Presenter Name	Manuscript Title	Paper ID
Track A: Social and Community Studies		
MRSMB-047-ANI110	Does Proximity Improve Ethnic Tolerance of Thai Muslims in Southern Thai Border Provinces?	Kasemsarn Chotchakornpank
MRSMB-047-ANI114	iSwitch: Home Living Contraption Power Controller Using IoT	Febbraio Primo G. Dator
MRSMB-047-ANI123	Eatsaraph: An Implementation of E-Commerce Framework with Route Analytics	Christian Alfred Villena
MRSMB-047-ANI120	Application of Self Organizing Map for Analyzing No-Show Vehicle Emission Testing Violations	Jennifer T. Carpio
Track B: Business and Management Studies		
MRSMB-047-ANI111	Lease or Rent: Lease Enterprise System for Online Venture Capitalist with Business Analytics using C4.5 Algorithm	Jerwin P. Cruz
MRSMB-047-ANI111C	Lease or Rent: Lease Enterprise System for Online Venture Capitalist with Business Analytics using C4.5 Algorithm	Alice M. Lacorte
MRSMB-047-ANI124	Business Analytics in Performance Assessment of Food Manufacturing System	Merlin A. Marfa

Lunch Break: (01:00-02:00pm)

Ending Note: (02:00 to 03:00 pm)



Participants Registered As Listener/ Observer

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

Official ID: MRSMB-047-ANI122A
Dr. Enrico Chavez
Technological Institute of the Philippines

Conference Day 02 (April 04, 2017)

Second day of conference will be Specified for Touristy. Relevant Expenses are Borne by Individual him/herself.



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TRACK A

SOCIAL AND COMMUNITY STUDIES

Does Proximity Improve Ethnic Tolerance of Thai Muslims in Southern Thai Border Provinces?

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National Institution of Development Administration, Thailand

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Keywords: Contact Hypothesis, Ethnic Tolerance, Thailand, Muslim, Buddhist

The research involved studying Thai Muslims ethnic tolerance towards Thai Buddhists in the southern Thai border provinces. It was conducted by comparing the levels of ethnic tolerance between Thai Muslims living in communities completely dominated by Thai Muslims (Muslim communities) and Thai Muslims living in communities where Thai Muslims and Thai Buddhists co-exist (Muslim-Buddhist communities). The contact hypothesis was served as the framework for establishing hypothesis of the research. The study areas were in Narathiwat province. The convenient sampling technique with self-administered questionnaires was employed in early of 2014, which yielded 288 samples from Muslim communities and 234 samples from Muslim-Buddhist communities. The t-test analysis was utilized as a data analysis tool. The study results identified no difference in ethnic tolerance between the two groups of Thai Muslims.

iSwitch: Home Living Contraption Power Controller Using IoT

^{1*}Febbraio Primo G. Dator

Technological Institute of the Philippines Manila, Philippines

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Keywords: Controlling, Data Gathering, Monitoring, Overload Prevention

Peoples dependence on technology has improved significantly. Of the areas the affected this is home automation. This study presents the design and application of iSwitch power outlet prototype. It can be a modern tool to help households monitor their energy consumption. iSwitch is a system that gives its users the ability to measure energy consumption of home electronic devices. The system also features the capability of remotely controlling home electronics in a smart way, to make it easy to shut down devices that are consuming unnecessary energy. This interdisciplinary project has resulted in a working prototype consisting of a power outlet that can be controlled and monitored through an android application. iSwitch has four power sockets that regularly measure power usage and send this data to the android application. Users can access the android application and view graphs of the data and remotely control each power socket.

Eatsarapph: An Implememntation of E-Commercre Framewrok with Route Analytics

^{1*}Christian Alfred Villena,²Christian Alfred Villena

Jennifer B. Enriquez Technological Institute of the Philippines (T.I.P)-Manila

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Keywords: Online Ordering, Android Application, E-Commerce

We may not comprehend it but instead development is vastly affecting the human life. It feels so impossible to miss when we hear that it is only quite a while since the essential business cell call was made in the United States, and today there are more than 262 million remote supporters in this country, 83% of the total United States masses. With the growing number of cell endorsers, cell advancement is furthermore ending up being more remarkable. With extending reputation and limit of PDAs, new applications are being moved every day. Today, various things that we can do using PCs we can moreover do with mobile phones. Nonetheless, simply copying PC applications to PDAs does not work, as customer characteristics of PCs and mobiles are extremely phenomenal. Notwithstanding the way that adaptability and littleness are noteworthy central focuses for compact applications, the little screen, and the little and few gets of PDAs are among obstructions that make it basic for versatile application architects to study human PC coordinated effort for mobile phones and develop their applications in like way [1]. Eatsarapph is the most ideal approach to look for and find awesome submits to eat at or request in from. It's a delightfully composed, simple to-utilize social eatery discoverer application that gives you a chance to investigate all the restaurant choices in Batangas zone. Peruse through restaurant menus, pictures, and customers favorites to choose where you need to eat, and utilize the guide highlight to guide you

Application of Self Organizing Map for Analyzing No-Show Vehicle Emission Testing Violations

^{1*}Jennifer T. Carpio, ² Shaneth C. Ambat

^{1,2}Arellano University, AMA University, Philippines

Corresponding Email: jhennieffer@yahoo.com

Keywords: Emission Test; Nonappearance, No-Show Vehicle, Self Organizing Map, Environment Safety

The Philippine Clean Air Act mandates the Department of Transportation as one of the government agencies to implement the emission standards for motor vehicles in order to control and limit the amount of air pollutants being released by automobiles and other powered vehicles in the Philippines. Private Emission Testing Centers (PETCs) are Land Transportation Office (LTO) authorized private entities engaged in testing the level of opacity and/or the analysis of the gaseous emission of a motor vehicle. This study aims to utilize Self Organizing Map (SOM) algorithm as an exploration instrument in analyzing violations in emission test results in the country. A case of real-life data mining was performed using a dataset consisting of show cause orders issued by the LTO to erring PETCs conducting non-appearance test violations from calendar year 2010 to the second quarter of 2016. The possibilities offered by the visualizations generated by SOM was explored to determine how it can be used to produce information that can support policy enhancement of the concerned government agency with the goal of minimizing, if not to totally eradicating, the occurrence of non-appearance testing violations that can lead to detrimental and more adverse air pollution in the country.



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TRACK B

BUSINESS AND MANAGEMENT STUDIES

Lease or Rent: Lease Enterprise System for Online Venture Capitalist with Business Analytics using C4.5 Algorithm)

*¹ Jerwin P. Cruz, ²Alice M. Lacorte

¹ Technological Institute of the Philippines-Manila

²First Asia Institute of Technology and Humanities

Corresponding Email: jpcruz@firstasia.edu.ph

Keywords: Lease, Business Analytics, Mobile Application, Web-Based

This paper presents a research project aimed to develop a web and mobile application for lease enterprise business that will use by an online venture capitalist. In addition, the use of business analytics, specifically C4.5 algorithm, to produce a predictive report was incorporated. C4.5 algorithm was used to classify the pattern of the data to predict if a specific property or things will be in-demand for leasing to a specific month. Web-based Development Life Cycle was used for the development of the system. WDLC has six phases to complete namely; planning, analysis, design, implementation, publishing and maintenance. Results showed that this web-based system enables the leaser to advertise their property or things to have additional incomes. In terms of mobile application, the lessee can search property or things that they need to rent or lease. With respect to the software evaluation based on ISO 9126, results showed that the criteria under functionality, reliability, usability, efficiency, maintainability, portability, and all characteristics obtained a rating scale of 4.68 for the technical users and 4.62 for the target users which mean that all respondents strongly agreed with the functionalities of the system under each criterion. The developed system helps on-line venture capitalist to advertise their business and help other user to have additional option to earn money by letting to people to rent their property or things.

Business Analytics in Performance Assessment of Food Manufacturing System)

^{*1} Merlin A. Marfa, ²Jasmin D.Niguidula

³Jennifer B.Enriquez

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Keywords: Food Production, Manufacturing Transparency, Bill of Materials

Transparency is a jargon on the food industry particularly driven by regulators and consumers. Though its a common term, understanding and applying it is still unclear to the food industry specifically what transparency means, why to pursue it, what it involves, or how to improve it [1]. The realities of todays competitive food manufacturing industry, along with pressure from stakeholders, require business leaders to be more aggressive and creative with cost reduction initiatives [2]. This led to the development of a system that will enable food production line to automate inventory and product production monitoring. This will enable transparencies in terms of viewing available raw materials vis--vis the production order. This paper will provide architecture of a food manufacturing system that could lead to transparencies.

UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

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Our Vision

Our vision is to establish sustainable research and academic hub for future generations.

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